Serko – innovating solutions to efficiently bring people together

Products:
- Cirium API Services
- Trip Monitoring (including Traveler Trip Alerts as add-on)

Key users:
- Product managers
- Engineers
- Customer support team

Business challenge

Serko developed the Zeno platform out of a recognized need for a seamless travel experience. From pre-trip bookings to flight disruption updates, Serko aimed to unify the traveler's journey through Zeno. Achieving this required comprehensive and accurate aviation data, including real-time flight status, schedules, and historical information – data that was not initially available.

Serko's platform faced difficulties in delivering real-time updates to clients using it for travel booking and management due to limited data availability.

The Cirium solution

Cirium's **API services**, along with **Trip Monitoring with Traveler Trip Alerts**, support Serko by delivering real-time flight data and alerts, facilitating proactive travel management. Leveraging Cirium's extensive database and advanced analytics capabilities ensures high data quality and reliability, which are both crucial for effective travel management.

By integrating Cirium data into Serko's platforms, travelers benefit from reduced travel disruptions, heightened traveler safety, and an overall improved travel experience.

More seamless travel experience:

- Enhanced travel management with fewer disruptions
- Timely information
- Overall smooth travel experience

"Cirium data enables Serko services to offer travelers real-time updates and alerts, resulting in a dependable and reliable travel booking and management experience."

- Bob Shaw,
Chief Strategy Officer & Co-founder

CIRIUM
aviation analytics

serko

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#SolvedbyCirium

For Serko: Zeno services monitor and manage trips, ensuring travelers are updated with real-time alerts. Customer support teams use the data to assist travelers with itinerary changes and disruptions. The high adoption rate and positive industry feedback indicate satisfaction with the quality and usability of Cirium's services.

For corporate clients: Corporations, travel management companies, and individual business travelers alike benefit from Serko services supported by Cirium data. Clients can manage travel itineraries proactively and handle travel disruptions with ease. They also gain better control over travel expenses and policy compliance.

For end users: Real-time alerts keep travelers informed about changes in their itineraries, empowering them with informed travel decisions. Travel managers can monitor trips and quickly manage issues, ensuring an overall smoother travel experience.

Improvements to the data contributed to the consistently high CSAT score received from clients using the Serko platforms, indicating satisfaction.

Would you recommend Cirium API services and Trip Monitoring with Traveler Trip Alerts to other travel and tourism companies?

Yes – the high accuracy, reliability, and comprehensiveness of Cirium's data significantly enhances travel management capabilities, reduce disruptions, improve traveler safety and satisfaction, and provides valuable support insights for strategic decision-making.

Bob Shaw
Chief Strategy Officer & Co-founder

About Serko

Serko is a global travel technology company headquartered in New Zealand that provides corporate travel and expense management solutions, focused on 'Bringing People Together'. Its main platform, Zeno, simplifies booking and managing business travel by integrating flights, accommodations, rental cars, and expense management into a single interface. Serko plays a crucial role in streamlining corporate travel, offering travel solutions that help businesses manage travel spend, and ensure corporate travel policy compliance, with a great traveler experience.

Learn more about Cirium API services at cirium.com/developer-studio